

ABSTRACT OF THE DISCLOSURE

The Internet is utilized to provide advertisements and information to particular users who are interested in a product or service. Means is provided
5 for finding such users. As a result of participating in an event held in a particular time period and a particular region, an event participant receives the right to access a privileged Website, this privileged access right being issued by the Website manager who has organized the event. An event participant who has received a privileged access right can, by accessing a privileged Website,
10 browse information on the privileged Website as well. When an event participant acquires a privileged access right, he can also receive a reward such as a discount linked to a product, and the Website manager can, in exchange for an advertising fee, provide an advertiser with user information along with information relating to accesses made to the privileged Website.

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